My Journey so far in Publishing
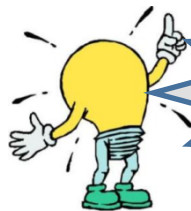
"Media companies are falling behind because they're failing to adapt their business models to what consumers want."
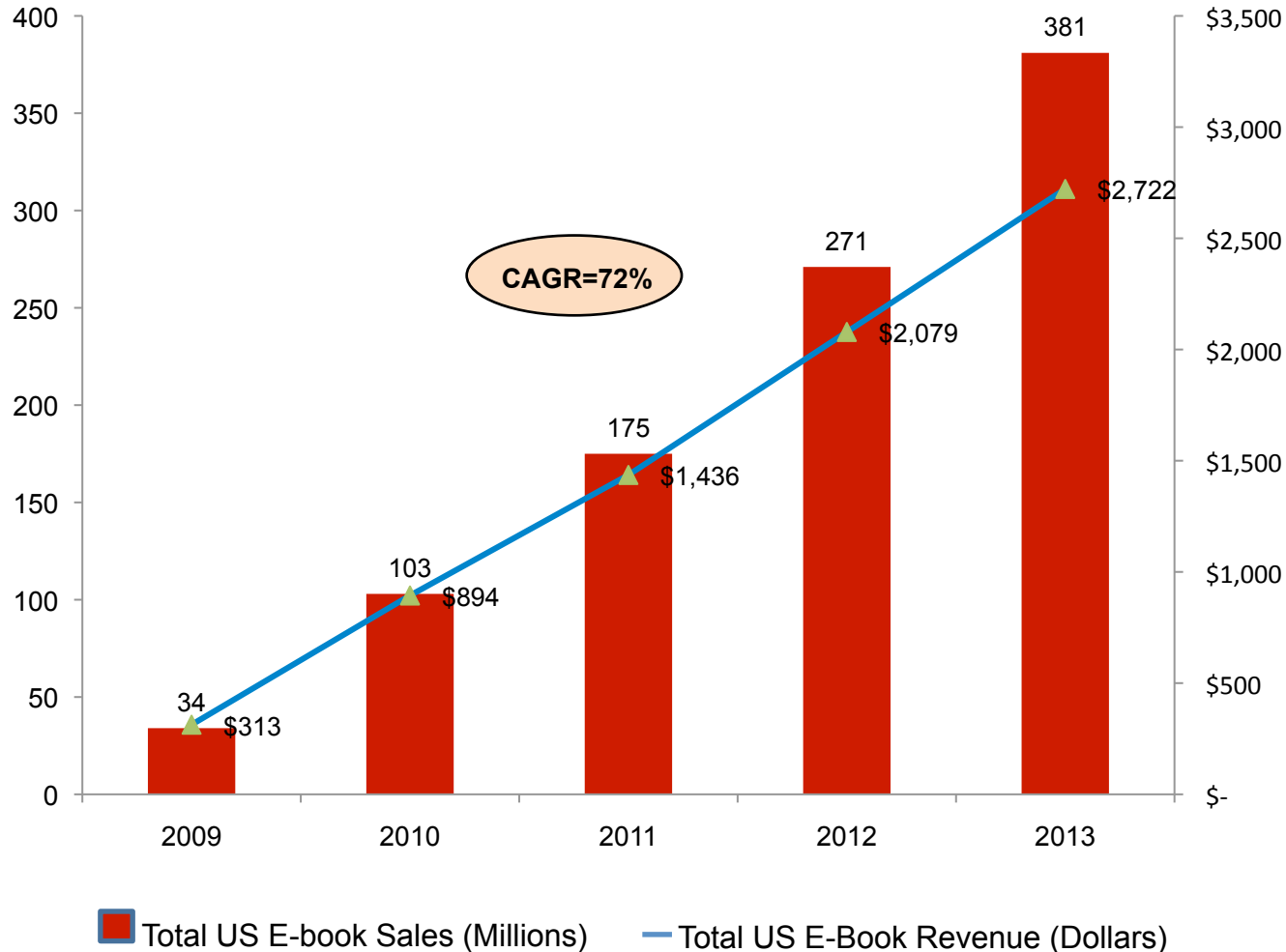
Miral Sattar, Founder of BiblioCrunch.com

- B.S. Computer Engineering, Columbia
- M.S. Digital Publishing, NYU
- Software Developer for 7 years
- 4+ years at TIME
  - Senior Product Development Manager
  - Launched digital initiatives (video, apps, blogs, e-books)

Recognized a need in the e-book space!

- Left TIME to launch BiblioCrunch.com
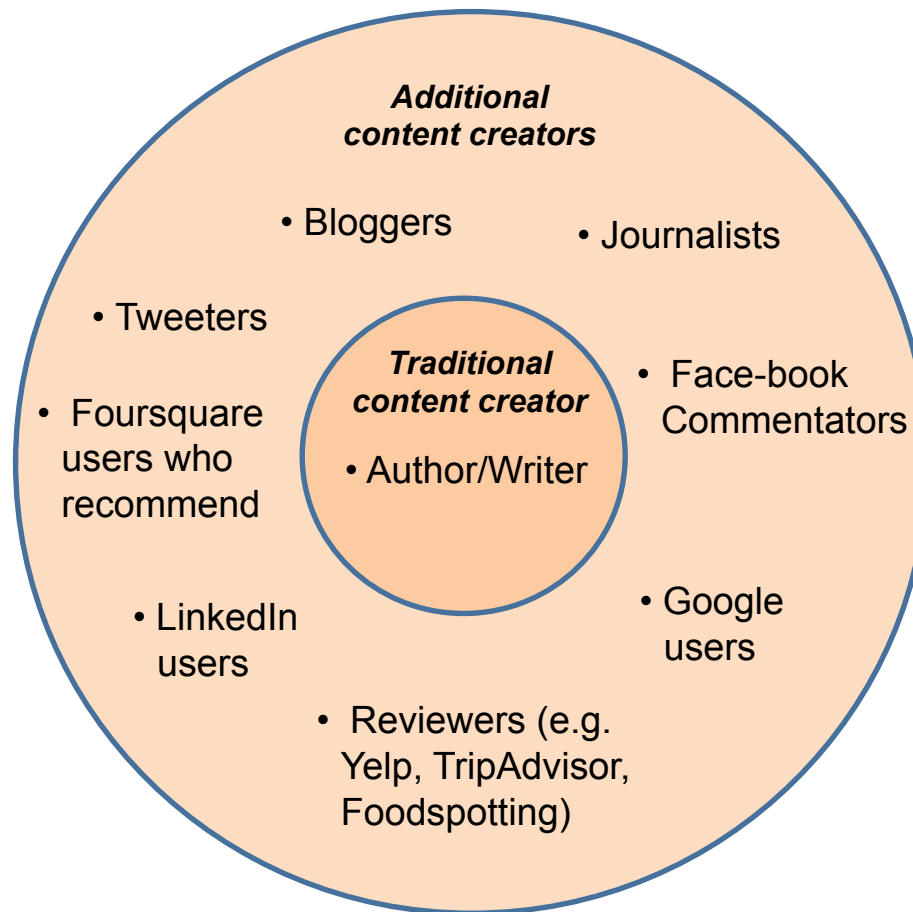- BiblioCrunch.com – community platform where you can create e-books and bookazines on the fly

Digital publishing is expected to grow to $2.7B by 2013, nearly nine times larger than 2009
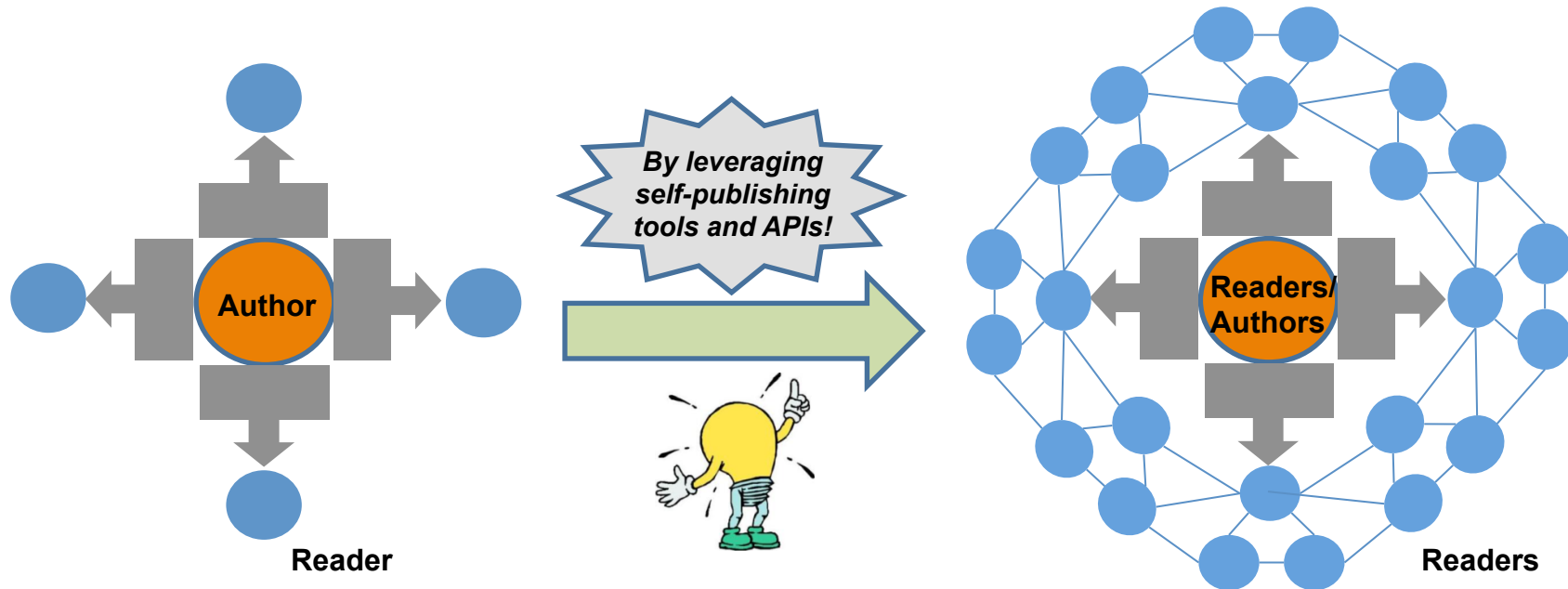

- E-book unit sales will skyrocket. By 2013, U.S. consumers will purchase 381 million e-books, roughly four times the amount they purchased in 2010.

- E-books will bring in substantial revenues. In the next three years alone, e-book sales will grow at a CAGR of 72 percent to reach nearly U.S.$2.7 billion by 2013.

CAGR=72%

Total US E-book Sales (Millions)   Total US E-Book Revenue (Dollars)

Source: Yankee Research Group, 2011

How can Authors and Publishers reach higher/ repeat engagement with their target audience?

Add additional content creators

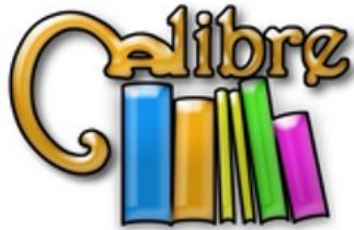**Additional content creators**

- Bloggers
- Journalists
- Tweeters

Traditional content creator

- Author/Writer
- Foursquare users who recommend
- Face-book Commentators
- LinkedIn users
- Google users
- Reviewers (e.g. Yelp, TripAdvisor, Foodspotting)

Put customers (readers) at the center of your business

Author

Reader

By leveraging self-publishing tools and APIs!

Readers/Authors

Readers

- Customers/Readers matter as much as what you publish

- Enable readers to participate in the book development process

- Today we act and behave in groups online in social networks

- Understand the community dynamics that surround your readers/customers

Self Publishing Desktop Tools: ePub, mobi, PRC

KindleGen

- **Calibre** – Free, open source e-book library management and conversion

- **InDesign** – Adobe InDesign is a software application produced by Adobe Systems

- **Sigil** – WYSIWYG editor for your ePub files

- **Pages** – Let's you export your document into ePub

- **KindleGen** –Command line tool used to build e-books that can be sold through Amazon's Kindle platform.

Validation Tools: ePub, mobi, PRC

- **Bookworm** – read ePubs online and validate them

- **ePub validator** – web-based ePub validation (threepress.org)

- **Calibre** – desktop publishing tool that will let you edit and validate the e-books

- **EPUBCheck** – updated last month to validate EPUB3

Book App Tools: HTML5 based

- **pugpig**- HTML5 publishing tool that let's you publish HTML5 e-books & magazines

- **Baker Framework** – HTML5 e-book framework to publish interactive books and magazines

- **Laker** – framework for designing digital publications in HTML5

Various APIs: users contribute content

Leverage API's to create HTML5 e-books:

Case Studies

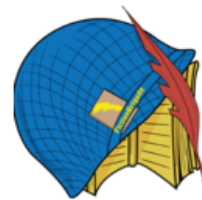# *Case Study #1:* Integrate location-based API's in travel guides

Travel Guides

- Unlock a TIME badge when you check into a location via foursquare

- Launch Google Maps within the e-book

- Pull in TripAdvisor or Yelp reviews into guide books while you visit a location

Case Study #2: Integrate social media APIs into e-books

- Integrate Twitter photos for community

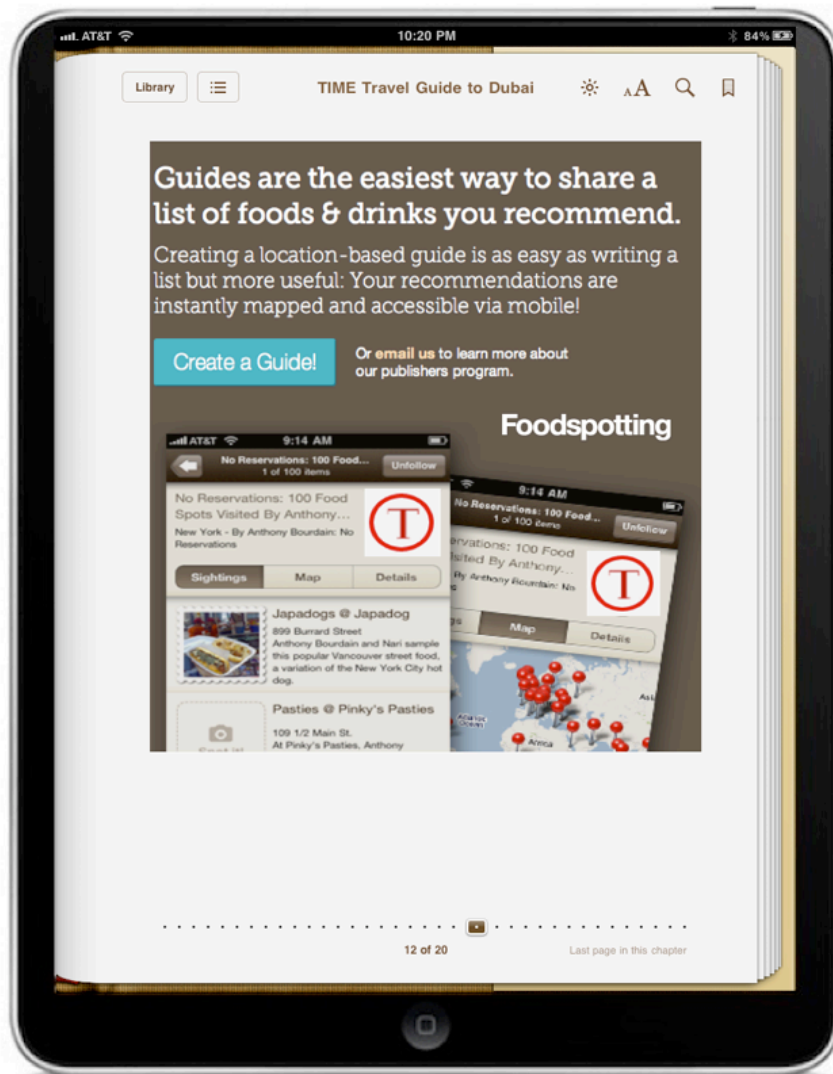- Integrate Face-book

- Integrate flash fiction streams

Case Study #3: Create e-books from UGC

- Create food guides, exercise guides, best of guides

- Use reader recommended dishes to create food guides

- Pull in recipes and reviews

- Showcase user photos of food they've cooked

Case Study #4: Leverage news content APIs

You can already leverage news orgs APIs to create cool apps, why not to create contextual content in e-books?

By using self-publishing tools and leveraging API's:

- You redefine the content creator

- Stay on the cutting edge of e-book production

- Reach higher engagement with target audience

- Get automatic feedback with e-books or app books

- Create community & social elements within the e-books themselves